

The claims defining the invention are:

1. A magnetic strip comprising:
 - a series of magnets arranged to magnetically couple with
5 a magnetisable material or to another magnet and
 - a flexible material strip locating and at least in part enclosing each surface of each magnet to define a longitudinal flexible arrangement capable of coupling to itself, the magnetisable material or the other magnet.
- 10 2. The magnetic strip as claimed in claim 1 wherein the flexible material is provided in form of two layers between which each magnet is positioned and which are joined together to locate each magnet.
- 15 3. The magnetic strip as claimed in claim 2 wherein the two layers are substantially identical.
- 20 4. The magnetic strip as claimed in any one of the preceding claims wherein the flexible material entirely encloses each magnet.
- 25 5. The magnetic strip as claimed in any one of the preceding claims wherein the magnets have a substantially cylindrical shape which has a cross-section that is substantially round.
- 30 6. The magnetic strip as claimed any one of the preceding claims wherein the flexible material is a polymeric material.
7. The magnetic strip as claimed in any one of the preceding claims wherein the magnets are located remote

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from each other.

8. The magnetic strip as claimed in any one of claims 2 to 7 wherein the two layers are welded together.

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9. The magnetic strip as claimed in any one of the preceding claims wherein each of the magnets within the strip is oriented such that the polarity of the magnets is substantially uniform relative to the flexible material.

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10. The magnetic strip as claimed in any one of the preceding claims comprising rare-earth magnets.

11. The magnetic strip as claimed in any one of the preceding claims provided in form of a continuous rope-like strip.

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12. The magnetic strip as claimed in any one of the preceding claims comprising a label which may be used for advertising purposes.

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13. The magnetic strip as claimed in any one of the preceding claims comprising at least one means for carrying an article.

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14. A method of producing a magnetic strip, the method comprising the steps of:

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- providing two layers of a flexible material,
 - positioning a series of magnets between the two layers,
 - joining the two layers to locate the magnets
- whereby a magnetic strip is formed that is capable of coupling to itself, a magnetisable material or another

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magnet.

15. The method as claimed in claim 14 wherein the joining
of the two layers takes place in a sequence of discrete
5 steps after an individual one of the magnets is
positioned.

16. The method as claimed in claim 14 wherein the two
layers are joined when more than one magnet is positioned
10 between the layers.

17. The method as claimed in any one of claims 14 to 16
wherein the two layers are substantially identical.

15 18. The method as claimed in any one of claims 14 to 17
wherein the step of joining the two layers is conducted
such that the magnets are enclosed.

19. The method as claimed in any one of claims 14 or 18
20 wherein the two layers of the flexible material are
provided separately from each other.

20. The method as claimed in claim 19 wherein the two
layers are provided in form of two strips.

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21. The method as claimed in any one of claims 14 to 20
wherein the step of joining the two layers comprises
welding.

30 22. The method as claimed in any one of claims 14 to 21
being a continuous process for the production of a
continuous length of the magnetic strip.

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23. A magnetic strip produced by the method as claimed in any one of claims 14 to 22.

24. An arrangement for packaging magnets, the arrangement
5 comprising:

- a plurality of magnets and
- a plurality of pockets, the pockets being connected by a flexible material and each of the pockets locating one of the magnets.

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25. The arrangement as claimed in claim 24 wherein each of the pockets is formed from a flexible material such as a polymeric material.

15 26. The arrangement as claimed in claim 24 or 25 formed from two layers of a flexible material.

27. The arrangement as claimed in any one of claims 24 to 26 provided in the form of a strip.

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28. The arrangement as claimed in 27 comprising a single row of magnets and wherein the pockets are closed.

29. The arrangement for packaging magnets as claimed in
25 claim 28 wherein the interior of the pockets is coated with a substance that reduces rusting of the magnets.

29. The arrangement for packaging magnets as claimed in
claim 28 wherein the pockets are charged with a substance
30 that reduces rusting of the magnets.

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